

FINAL RECOMMENDATION

Recommendation of the Action Plan Team: Advocacy, Partnerships and Marketing

Issue 2-39, Item #133 (page 39 of the Action Plan)

Awareness of the overall mission of the USFA (and how the all risk approach fits together to achieve that mission) is limited and not currently emphasized through courses, publications, and word of mouth.

Recommendation #: R-133

Submitted: May 4, 2000

Resubmitted: September 14, 2000

Summary: Funds must be allocated for travel to facilitate participation of USFA staff in national activities.

Recommendations:

- A. Data from the FY2000 Events Database should be used as a benchmark for future travel planning.
- B. Program teams should identify and justify specific travel needs to support their mission.
- C. Individuals should continue to identify and justify specific travel needs to support the USFA mission.
- D. USFA management should provide feedback to staff concerning all travel requests.
- E. Strategic planning for travel should be part of the overall marketing plan.

Background: Current management of travel and spending levels are inadequate to meet the USFA mission. Since there are no clear priorities for professional development and marketing of USFA, counter-productive competition for travel exists between branches.

Timeframe: Beginning with the next travel budget; annually thereafter.

Conclusion: To effectively pursue the mission of the USFA through advocacy, partnerships, and marketing, an adequate and aggressive travel plan is critical to continue to be effective and to achieve national stature.

Submitted by:
Action Plan Team - Advocacy, Partnerships and Marketing Team

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APPROVAL DATE: _____ DISAPPROVAL DATE: _____